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PAUL J. HOWARDS



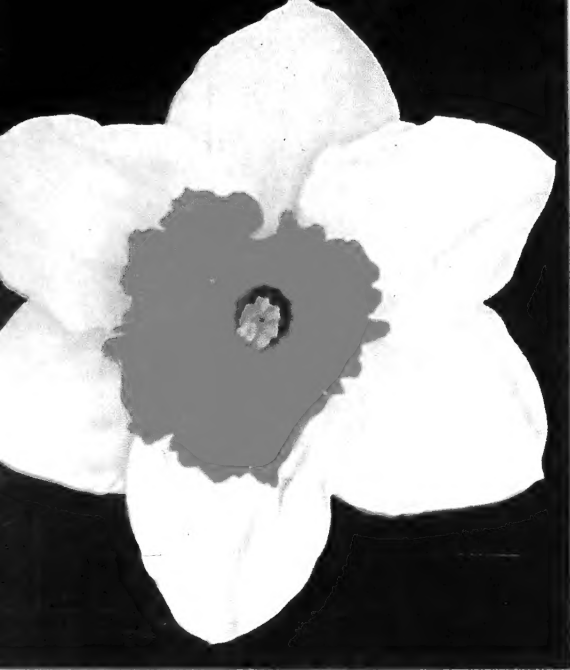
CALIFORNIA

FLOWERLAND

BULBS

1947





# Paul J. Howard's DAFFODILS

FALL 1947



## JOHN EVELYN

Magnificent show flower,  
white and cream.

Dozen \$3.50;  
100 for \$25.00

## MRS. R. O. BACKHOUSE

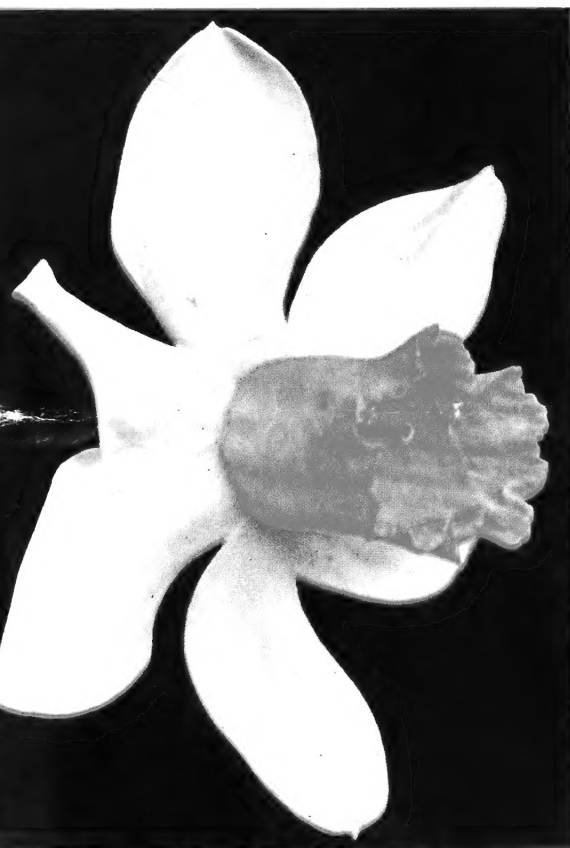
The "Pink Daffodil,"  
delicately beautiful.

Dozen \$7.00;  
3 for \$2.00

## MOONSHINE

(Below) Pure white, lovely  
for naturalizing.

Dozen \$3.50;  
100 for \$25.00



## MAIL ORDERS

All bulbs are sent prepaid up to  
and including the 4th Postal Zone.

Less than six bulbs of any variety  
or color take the each or three  
rate. 25 to 50 bulbs of any one  
variety or color may be ordered  
at the hundred rate.

Sales tax, 3% in Los Angeles  
area, 2½% in California, should be  
added to all orders sent anywhere  
in California.



## California Flowerland's

## SUPERB DAFFODIL MIXTURE

A wonderful assortment of top quality Daffodils, this mixture includes choicest  
named varieties, novelty and popular ones, selected for abundant and long  
blooming season, and for strong growth and naturalizing, with little care.

Dozen \$1.75      50 for \$6.50      100 for \$12.00



# Paul J. Howard's California Flowerland

11700 National Boulevard, LOS ANGELES 34, California

TELEPHONES: Los Angeles: TE 4-2951 • West L.A.: AR 3-1171 • Santa Monica: 4-2755





**GIANT TRUMPET  
DAFFODIL  
DAWSON CITY**

# Paul J. Howard's DAFFODILS AND NARCISSUS

Daffodils and Narcissus should be freely planted for they thrive perfectly in California and no other group of flowers so freshly heralds the joyousness of spring.

Set the bulbs from 4 to 6 inches deep, depending on whether soil is heavy or light—deeper when soil is light. It should be moist and workable and carefully spaded, when plantings are made. After planting, water thoroughly and mulch with peat moss or leaf mold. Then do not water again until leaves appear above the ground. A slightly shaded situation is best. Narcissus should be set out in October and November, to give the bulbs a good start.

All Bulbs offered below are Giant or Jumbo Double Nose size.

Prices quoted include shipping charges through 4th postal zone.

## Poetaz Cluster and Poets' Narcissus

**GLORIOUS.** Clusters of lovely Poeticus type flowers, white with orange eye, edged red; early, tall, splendid in half-shade. 3 for 70c; Dozen \$2.50; 100 for \$18.00.

**LAURENS KOSTER.** Clusters of creamy white, delicately fragrant blooms, with lemon yellow cup; free flowering. 3 for 50c; Dozen \$1.75; 100 for \$12.50.

**ACTEA.** Largest of all Poeticus—broad white perianth of good substance and form, very large eye margined dark red. Showy and fine. 3 for 55c; Dozen \$2.00; 100 for \$15.00.

## Small Flowered Narcissus

**ANGELS' TEARS** (Triandrus Albus). Dainty small white flowers, several to a stem, gracefully drooping. Lovely as pot plants and for the rock garden. Grow in well-drained, sandy soil; give no manure. Each 50c; 3 for \$1.45; Dozen \$5.50.

**BULBCODIUM CONSPICUOUS.** Yellow "Hoop Petticoat Narcissus." Bell-shaped flowers of golden yellow, on 6-inch stems; rush-like foliage. Blooms early, grows best in sandy peat soil; no manure should be given. 3 for 45c; Dozen \$1.50.

**MOONSHINE.** Star-shaped, creamy white flowers of exquisite beauty, often 3 to a stem, drooping gracefully. Lovely for naturalizing and the rock garden. 3 for \$1.00; Dozen \$3.50; 100 for \$25.00.

## TRUMPET DAFFODILS

While King Alfred is the best-known of the large Trumpet Daffodils, Dawson City and Golden Harvest are even larger and if possible, more beautiful. Also, they bloom at different seasons, so every planting should include these superior golden Daffodils.

**BEERSHEBA.** Magnificent white trumpet flowers, nearly 5 inches across, flat perianth and long trumpet. Each 50c; 3 for \$1.45; Dozen \$5.50.

**DAWSON CITY.** Broad flat perianth and large trumpet of lovely golden yellow. Wonderful exhibition and garden flower. 3 for \$1.00; Dozen \$3.50; 100 for \$25.00.

**GOLDEN HARVEST.** Very early, tall-stemmed, golden yellow of graceful form. 3 for \$1.00; Dozen \$3.50; 100 for \$25.00.

**KING ALFRED.** Giant golden yellow of wonderful substance and form. 3 for 75c; Dozen \$2.50; 100 for \$18.00.

**MRS. R. O. BACKHOUSE** (Leeds). The famous "Pink Daffodil." Petals ivory white, slender long trumpet of apricot pink, changing to shell pink, deeply fringed edge; long lasting. Each 75c; 3 for \$2.00; Dozen \$7.00.

**SILVER STAR** (Leeds). Broad-petaled, star-shaped perianth of creamy white, wide trumpet primrose yellow changing to cream. Free flowering, extra fine. 3 for \$1.00; Dozen \$3.50; 100 for \$25.00.

**SPRING GLORY.** Very showy and early; long petals of clear white, prettily reflexed; long slender trumpet of chrome yellow. 3 for 85c; Dozen \$2.75; 100 for \$22.50.

**TUNIS** (Leeds). Broad wavy white perianth, ivory crown, waved and fringed, edged gold. Large flowers, long lasting. 3 for \$1.00; Dozen \$3.50; 100 for \$25.00.

## INCOMPARABILIS NARCISSUS

(Shorter Crown than Trumpet Narcissus)

**FORTUNE.** A wonderful flower of heavy texture, broad perianth of creamy yellow, very large crown, beautifully frilled, of soft orange. Strong grower. Each 50c; 3 for \$1.45; Dozen \$5.50.

**HADES.** A wonderful showy flower, with large creamy white perianth and broad crown of deep cherry red; long strong stems; free flowering. Each \$1.00; 3 for \$2.70; Dozen \$9.50.

**JOHN EVELYN.** This lovely flower was one of the most admired in our Daffodil Show last spring. Flowers are 4 to 5 inches across, with broad, pure white petals of heavy texture. Cup is flat, nearly 2 inches across, deep cream, densely frilled and ruffled. Strong grower, free flowering. 3 for \$1.00; Dozen \$3.50; 100 for \$25.00.

**MILFORD HAVEN.** Delicate creamy white perianth, wide yellow crown with margin of orange scarlet, ruffled and fluted at the edge; a marvelous show flower. 3 for \$1.00; Dozen \$3.50; 100 for \$25.00.

## DOUBLE DAFFODIL, PRIMROSE PHOENIX

## DOUBLE DAFFODILS

**CHEERFULNESS.** Very pretty double white blooms of Poetaz type, in big clusters on long stems; fine garden and show flower. 3 for 55c; Dozen \$2.00; 100 for \$15.00.

**IRENE COPELAND.** Large double, snow white blooms with primrose markings. One of the most popular in our show last spring. Each 75c; 3 for \$2.00; \$7.50 per dozen.

**PRIMROSE PHOENIX.** Large rose-shaped flowers of exquisite beauty, soft lemon yellow; tall, free flowering. 3 for \$1.00; Dozen \$3.00; 100 for \$20.00.

**TWINK.** Large double blooms, soft primrose yellow and orange. Early, very easily grown, a wonderful garden flower. 3 for \$1.00; Dozen \$3.00; 100 for \$20.00.

## Narcissus for House Culture

**PAPER WHITE NARCISSUS.** Fragrant pure white cluster narcissus, for growing in bowls, and massing in the garden. Extra large bulbs, best for bowls:

3 for 55c; Dozen \$1.75; 100 for \$12.00  
Bedding size: Dozen \$1.00; 100 for \$7.50

**SOLEIL D'OR.** Similar to the Paper White, but with large golden yellow flowers having orange cups.

Huge bulbs: 3 for 55c; Dozen \$2.00; 100 for \$15.00  
Large size: Dozen \$1.50; 100 for \$10.00

**CHINESE SACRED LILY.** Most popular for growing in bowls. Clusters of white flowers with yellow cups, intensely fragrant.

Huge bulbs: 3 for 55c; Dozen \$2.00; 100 for \$15.00  
Large size: Dozen \$1.50; 100 for \$10.00

## BARRII TYPE

**LADY DIANA MANNERS.** Creamy white perianth and large red cup; of finest form, tall stemmed. 3 for 65c; Dozen \$2.00; 100 for \$15.00.

**MRS. BARCLAY.** Reflexed, overlapping broad petals of pale primrose yellow; flat open cup deeply frilled; also primrose yellow, edged orange. Very showy and fine. 3 for 70c; Dozen \$2.50; 100 for \$18.00.

**DIANA KASNER.** Lovely creamy yellow perianth, large fluted yellow cup with blood red frill. Free flowering, grand show flower. 3 for 55c; Dozen \$2.00; 100 for \$15.00.

**BARRII CONSPICUOUS.** Bright yellow perianth, short broad cup edged with orange scarlet. 3 for 55c; Dozen \$2.00; 100 for \$15.00.

## JONQUILS

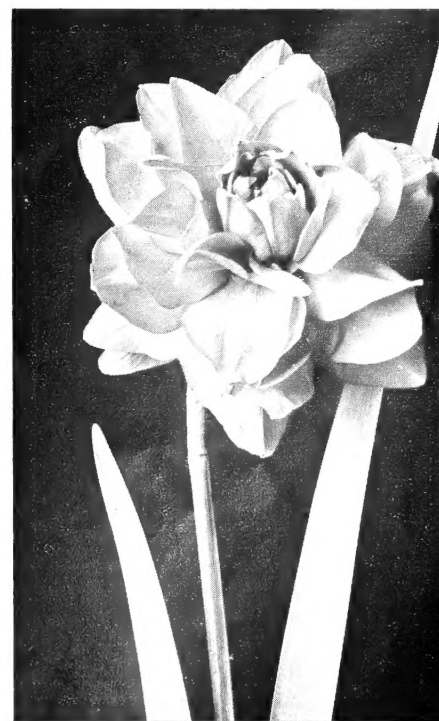
Exceptionally charming for massing or borders, because of their fragrant, dainty flowers, like miniature daffodils.

**GOLDEN PERFECTION.** Magnificent golden yellow blooms of lovely form and large size, borne 2 or 3 to a long, straight stem. Showy, free flowering, grand for cutting, and a sensation at flower shows. 3 for \$1.25; Dozen \$4.00.

**JONQUILA SIMPLEX.** True single Jonquil; dainty pure golden yellow, delightfully fragrant, with grass-like foliage. Dozen \$1.50; 100 for \$10.00.

**CAMPERNELLE SINGLE.** Deep yellow, two to four blossoms on each 18-inch stem. 3 for 70c; Dozen \$1.50; 100 for \$10.00.

**CAMPERNELLE DOUBLE.** Lovely flower heads of fragrant golden yellow blossoms. 3 for 70c; Dozen \$1.50; 100 for \$10.00.





# Paul J. Howard's Holland Grown TULIPS For California Gardens

## HOW TO GROW GORGEOUS, LONG-STEMMED TULIPS

1. Select only the largest size firm bulbs, as offered by Paul J. Howard's.
2. Plant in sun or semi-shade.
3. Spade up and fertilize the soil to a depth of 12 inches.
4. Plant bulbs at least six inches deep. In light soil, they can be eight inches deep.
5. Cover with a mulch of peat moss, manure or leaf mold, and give bed a thorough soaking right after bulbs are planted. In place of a mulch, a cover of low growing annuals may be planted, that will bloom through the winter and continue until after tulip-flowering time.
6. Water only lightly, to keep surface from drying out, until tulip leaves appear above ground,—then
7. Keep bed constantly moist, soaking it more thoroughly and oftener than you do most other kinds of flowers. Tulips require lots of water for long-stemmed blooms.

## Giant Darwin and May-Flowering TULIPS

	3 For	Per 12	Per 100
ADORATION. Flesh pink, white center.....	.75	\$2.50	\$15.00
ADVANCE. Tall, rich red, orange flush.....	.50	1.50	12.50
ARGO. Golden yellow, edged orange.....	.50	1.50	12.50
CARDINAL MANNING. Royal purple and bronze.....	.65	1.75	12.50
CITY OF HAARLEM. Immense scarlet, blue-black base.....	.65	1.75	12.50
CLARA BUTT. Soft salmon rose.....	.50	1.50	12.50
DUKE OF WELLINGTON. Pure white, yellow anthers.....	.65	1.75	12.50
FARNCOMBE SANDERS. Scarlet, white base.....	.50	1.50	12.50
DIDO. Orange red outside, inside salmon orange, yellow base bordered green; fragrant.....	.65	1.75	12.50
GOLDEN HARVEST. Large lemon yellow.....	.65	1.75	12.50
INDIAN CHIEF. Tall, reddish purple and brown.....	.65	1.75	12.50
KING LEAR. Chestnut red, flushed purple.....	.65	1.75	12.50
KING MAUVE. Purple mauve, white edge.....	.75	2.50	15.00
LA TULIPE NOIRE. The Black Tulip, velvety maroon.....	.65	1.75	12.50
LOUIS XIV. Huge deep blue violet, yellow center.....	.65	1.75	12.50
LUCIFER. Deep orange and rose, inside scarlet, yellow center.....	.65	1.75	12.50
MRS. JOHN F. SCHEEPERS. Large, tall golden yellow.....	.65	1.75	12.50
MARJORIE BOWEN. Soft rose and apricot, inside orange yellow.....	.65	1.75	12.50
MARSHAL HAIG. Clear scarlet.....	.50	1.50	12.50
PRIDE OF HAARLEM. Popular cherry red.....	.50	1.50	12.50
REV. EWBANK. Bright silvery violet, white base.....	.50	1.50	12.50
ROSABELLA. Luminous rose, lighter edge.....	.65	1.75	12.50
THE BISHOP. Pure violet, large, tall.....	.65	1.75	12.50
THE PEACH. Gorgeous peach red, white center.....	.75	2.50	15.00
VELVET KING. Dark purple, white base, largest of all.....	.65	1.75	12.50
VENUS. Fine silvery rose.....	.65	1.75	12.50
ZWANENBURG. Popular pure white.....	.50	1.50	12.50

## GLORIOUS PARROT TULIPS

These have long petals, fluted, ruffled and deeply cut, on long stiff stems. They are the showiest of all tulips, rare and scarce.

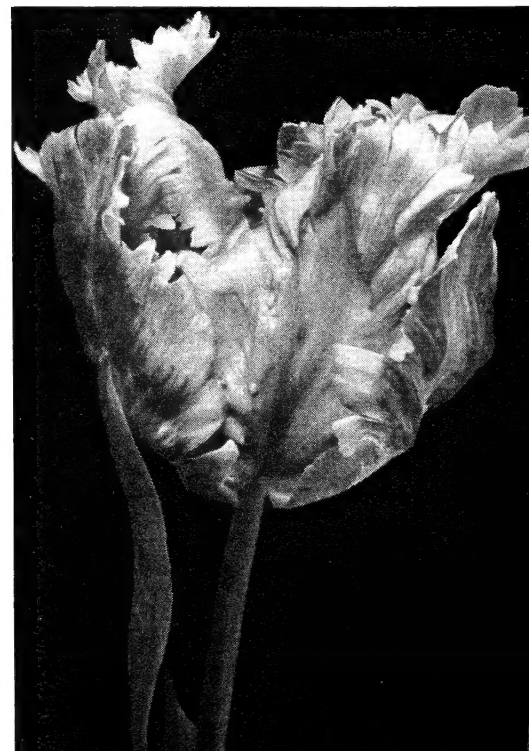
	3 For	Per 12	Per 100
BLUE PARROT. One of the finest of all Tulips for Southern California, this was a sensation in our gardens last spring. Huge, bright purple blooms, beautifully ruffled and cut, are borne on long graceful stems.....	\$1.00	\$2.50	\$15.00
FANTASY. Inside geranium red, edged white, green markings, center white, anthers black. Outside rosy scarlet to pink....	.65	1.75	12.50
SUNSHINE. Rich, clear golden yellow.....	1.25	4.00	32.50

## BOTANICAL or SPECIES TULIPS

TULIPA CLUSIANA (The Lady Tulip). Long slender pointed flowers, cherry red outside, white inside. 3 for 65c; Dozen \$1.75; \$12.50 per 100.

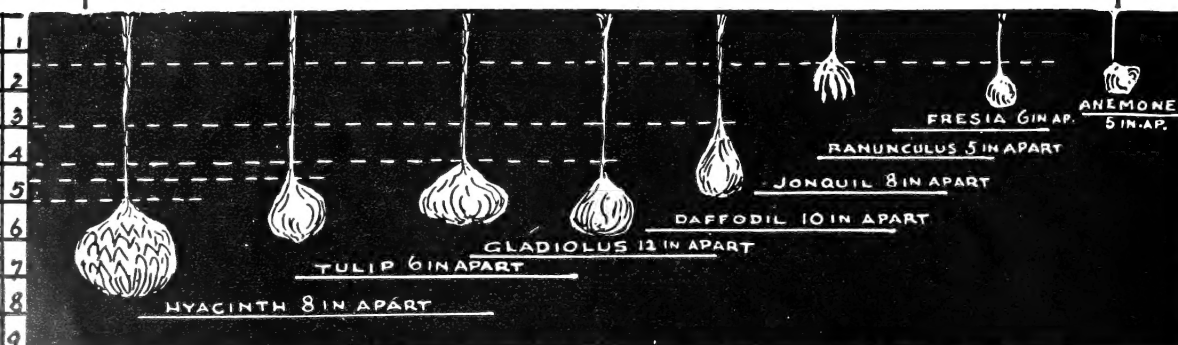
All Bulb Orders are  
Sent Postpaid  
through  
4th Postal Zone.

The lovely BLUE PARROT TULIP



## BULB PLANTING CHART

This chart shows average depth to plant. In heavy soils, do not cover quite so deeply.





# PAUL J. HOWARD'S HOLLAND GROWN HYACINTHS

Tall, fragrant spikes of Hyacinth blooms are among the most cherished of spring flowers. Holland grown bulbs are again available for garden planting, and for growing in pots or glasses. The larger the bulbs, the heavier the flower spikes, therefore we import only the choicest of top size bulbs.

Plant Hyacinth bulbs in carefully prepared, well drained soil, 5 to 7 inches deep, and 8 inches apart. In heavy soil, do not cover quite so deeply. Water thoroughly after planting, and fertilize with bone meal.

## GIANT HYACINTHS For Pot Culture

**BLUE DANUBE.** Soft lavender blue, yellow center.  
**CITY OF HAARLEM.** Large pure yellow, late.  
**DUKE OF WESTMINSTER.** Large purplish blue, white center.  
**GERTRUDE.** Fine rose pink.  
**G. VAN DER MEY.** Broad rose spike, shaded coral red.  
**KING OF THE BLUES.** Dark blue.  
**LA VICTOIRE.** Glistening carmine red.  
**L'INNOCENCE.** Finest white.  
**MYOSOTIS.** Large spike and blooms of light forget-me-not blue.  
**PRINCESS MARGARET.** Soft pink, very large bells.

Price: All Top Size Bulbs, 3 for \$1.50; Dozen \$4.50; 100 for \$30.00.

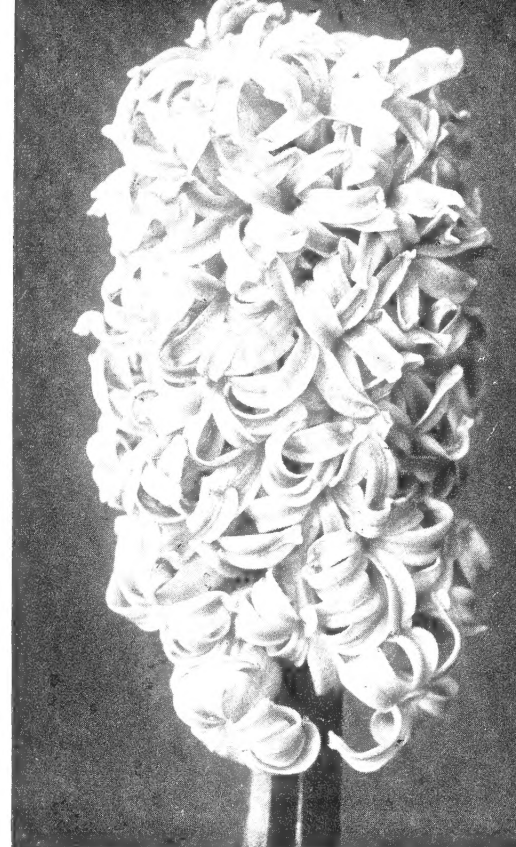
## BEDDING HYACINTHS For Massing in the Garden

**GERTRUDE.** Rose pink.  
**KING OF THE BLUES.** Dark blue.  
**L'INNOCENCE.** Pure white.  
**MYOSOTIS.** Light blue.

Price of Bedding Hyacinths, 15-16 centimeters, 3 for 75c; Dozen \$2.75; 100 for \$20.00.

## FRENCH ROMAN HYACINTHS

The earliest Hyacinth to bloom, producing numerous dainty spikes of fragrant flowers, in December, from bulbs planted in September. White and Blue. 3 for \$1.25; Dozen \$4.00; 100 for \$30.00.



GIANT FRAGRANT HYACINTH

## BLETILLA—Garden Orchid

Slender spikes of dainty little orchids of rosy lilac are produced all summer. They make lovely corsages and flower arrangements. Easily grown in shade in the garden, or in pots, indoors. Each 95c; 3 for \$2.75; Dozen \$8.50.

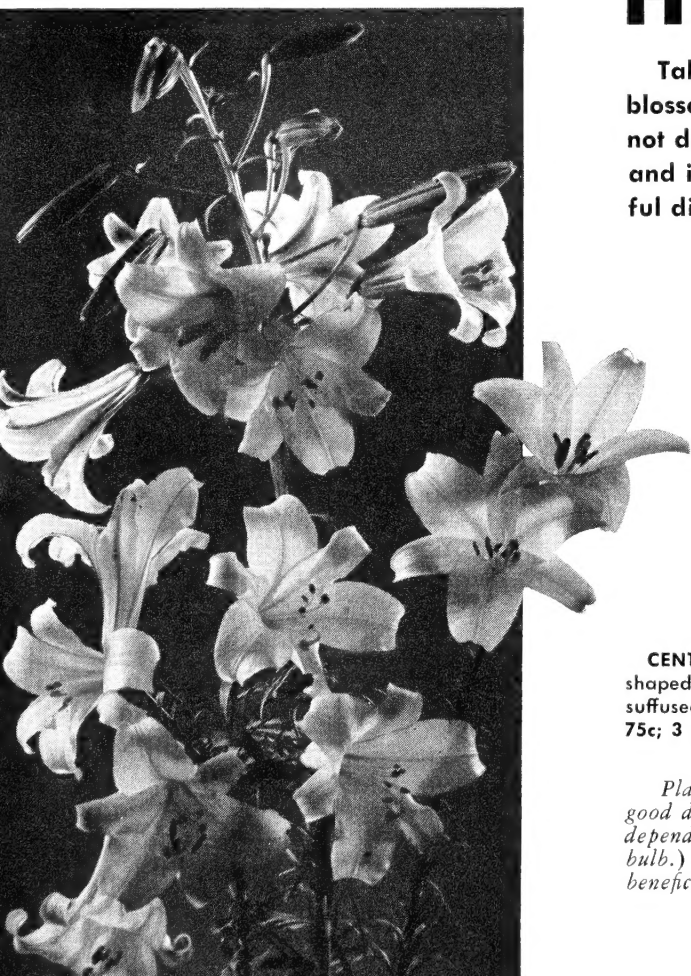
## NERINE BOWDENI

These rare and lovely flowers have the grace and charm of orchids, and spring from the ground like magic in late summer, after the foliage has completely died down. Planted in groups or borders, they are highly effective and make wonderful cut flowers. Culture same as Amaryllis. Each \$1.00; 3 for \$2.50; Dozen \$9.00.

## PANCRATIUM

*Pancratium maritimum* has large fragrant white blossoms, resembling daffodils, in clusters on tall, strong stems. Blooms in summer, lovely in the perennial and shrubby borders. 3 for 55c; Dozen \$2.00.

## LOVELY CENTIFOLIUM LILIES



# HARDY GARDEN LILIES

Tall stately Lilies, the aristocrats of the garden, with their masses of showy fragrant blossoms, have a charm not surpassed by any other flower. Our California gardens do not display enough of these lovely subjects. They are striking in the perennial garden, and in fern beds, along stream-beds and around shaded pools, they make a wonderful display.

**AMABILE.** Very showy Lily from Korea, resembling Turk's Cap Lily, as many as six vivid red blooms, spotted black, to a stem. Grows 3 to 4 feet tall. Each 90c; 3 for \$2.50; Dozen \$8.50.

**BELLINGHAM HYBRIDS.** A marvelous new strain of lilies for outdoor planting, naturalizing and for cut flowers. Tall clusters of up to 20 lilies, on strong stems, with colors ranging from clear yellow, orange yellow to bright orange red, spotted brown, are produced in summer. Ideal in partial shade, they require cool, light soil. Plant 4 to 5 inches deep. Each 90c; 3 for \$2.50; Dozen \$8.50.

**CENTIFOLIUM HYBRIDS.** Immense fragrant trumpet-shaped Lilies, creamy white to pale yellow, the outside suffused brown, like an enormous Regale Lily. Each 75c; 3 for \$2.00; Dozen \$6.50.

**CANDIDUM (Madonna Lily).** The lovely Madonna Lily is the first to bloom. Flowers, from 3 to 20 on a stem, depending on the size of the bulb and culture, are snowy white, with deep yellow stamens, and delightfully fragrant. Beautiful with our Hybrid Delphiniums and other flowers. Each 90c; 3 for \$2.50; Dozen \$7.00.

**PARDALINUM GIGANTEUM (Sunset Lily).** Handsome orange lilies shading to scarlet, petals recurved and spotted maroon, produced in great clusters on 4 to 6 ft. stems. Showy and long lasting. 3 for \$1.45; Dozen \$5.00.

**REGALE.** Large fragrant white blooms with golden centers and shadings of chocolate red outside. One of the most beautiful and easily grown. 8 to 9-inch bulbs: 3 for \$1.25; Dozen \$4.50.

**TIGRINUM (Tiger Lily).** Flowers rich dark salmon orange, spotted with black. 3 for \$1.25; Dozen \$4.50.

*Plant lily bulbs in well prepared soil, mixed with leaf mold, in a half-shaded situation that has very good drainage. Use no manure in the soil. Set the bulbs on a layer of sand, and from 3 to 8 inches deep, depending on the size of the bulbs. (The general rule is, plant three times as deep as the diameter of the bulb.) Bone meal or liquid fertilizer applied in spring and several times during the growing season is beneficial.*



CALIFORNIA FLOWERLAND RANUNCULUS

## ANEMONES

Brilliantly colored, resembling large poppies, Anemones are popular spring flowers for cutting and garden display.

Soak bulbs a few hours before planting, or place in a flat of moist sand to sprout, before planting them. Set bulbs 6 to 12 inches apart pointed side down, in well prepared soil. Full sun and good drainage are essential. Do not plant before end of September.

**His Excellency.** Vivid scarlet, white base and black center.

**Blue Poppy.** Large violet blue, black center.

**The Bride.** Gleaming white, faint greenish center.

**California Flowerland Mixture** of all shades.

**Extra large bulbs: Dozen \$1.00; 100 for \$8.00**

CALIFORNIA FLOWERLAND ANEMONES



## California Flowerland

# RANUNCULUS

Ranunculus are among the showiest and most satisfactory spring flowers for the Southland, making as fine a display in the garden and in floral arrangements as Tulips do in northern gardens. They have a long blooming season, from earliest spring to April or May.

Plant from October 1 on. Soak bulbs a few hours in water, or start in moist sand. Set bulbs with prongs down, in well prepared soil, 6 to 12 inches apart, and cover about one inch. Ranunculus require a sunny situation and good drainage.

We offer: Red Shades; Golden Yellow; Pink; Orange Shades; White; also California Flowerland Mixture of these shades.

**Jumbo Size: Dozen \$1.50; 100 for \$10.00.**

**Large Size: Dozen 75c; 100 for \$5.00**

## AMARYLLIS

### California Flowerland Hybrids

Huge blooms of spectacular beauty, 3 to 5 to a stem, appear in spring and early summer.

Plant Amaryllis in rich soil, with neck of bulb just above the surface. (Bulbs planted deep will not bloom.) Outdoors, they should have a sunny exposure. For pot culture, use a 7- or 8-inch pot, with light, friable soil mixture. Keep in a cool shady place until roots develop, then remove to sunny situation or to living room window.

Bulbs ready in November, may be planted until April first.

**Crimson Shades, Scarlet Shades, White,** with pink and crimson stripes, also **Mixed colors.**

**Each 75c; 3 for \$2.00; Dozen \$7.50**

## CRINUMS

Lovely subjects for the shade garden, blooming in summer. Massive strap-leaved foliage of deep green, fragrant flowers in clusters on strong stalks.

**Crinum Kunthianum.** Clusters of fragrant pink blooms, with deep rose stripe down the outside of each rib. **Each 75c; 3 for \$2.00.**

**Crinum Powellii, var. Album.** Beautiful waxy white lily-like blooms in tall clusters. **Each 75c; 3 for \$2.00.**

## CALLA

**White Calla.** For borders in shade, and for flower arrangements. Plant in rich, well drained soil.

**Extra Large Bulbs: 2 for 75c; Dozen \$3.75**

**Large Size: 3 for 75c; Dozen \$2.50**

**Baby White Calla.** Charming miniature form. **Potted Plants Only: Each 50c; Dozen \$5.00**

**Golden Calla.** Beautiful golden yellow blooms, foliage marked with silver. Grow in pots or shady beds. Lift bulbs in late summer, replant in November.

**Mammoth Bulbs: Each 75c; 3 for \$2.00; Dozen \$7.50**

**Extra Large: Each 45c; 3 for \$1.25; Dozen \$4.50**

**Pink Calla.** Beautiful rose pink, rare and scarce. **Each 75c; 3 for \$2.00; Dozen \$7.50.**

**Black Calla (Arum Pictum).** Deep velvety maroon, ornamental foliage; not the evil smelling variety. **Each 75c; 3 for \$2.00; Dozen \$7.50.**

## AMARCRINUM HOWARDII

Huge clusters of soft pink amaryllis-like blooms, on strong stems 3 to 4 feet tall. Broad, strap-leaved evergreen foliage makes this rare plant ornamental even when not in bloom. May be grown in the garden or in large pots. **Each \$2.50**

## California Flowerland GLADIOLUS

Our list of Gladiolus includes many new and unusual varieties, as well as popular favorites, selected for their beauty and vigor. By making plantings monthly from December to April, showy blooms may be had all spring and summer. **BULBS WILL BE READY IN NOVEMBER.**

**ALGONQUIN.** Immense flowers of most brilliant scarlet, on towering spikes.

**BEACON.** Striking scarlet with white throat, very tall.

**BLUE BEAUTY.** Magnificent spikes of a distinct violet blue; early.

**CHAMOUNY.** An unusual shade of deep rose, with silvery edge.

**ELIZABETH THE QUEEN.** Lovely ruffled lavender.

**ETHEL CAVE COLE.** Giant flowers of exquisite soft pink.

**GLAMIS.** Huge pink blooms with pointed petals.

**GREEN LIGHT.** Massive spikes of large ruffled blooms, chartreuse green.

**GRETA GARBO.** Very tall massive spikes, cream pink flowers with yellow throat.

**MARGARET BEATON.** Large white flowers, small crimson blotch.

**PARADISE.** Tall, clear apricot, very fine.

**PICARDY.** Tall salmon pink, favorite cut flower.

**RUFFLED BEAUTY.** Large ruffled blooms of clear yellow.

**SNOW PRINCESS.** Finest pure white.

**TAKINA.** Giant light purple.

**PRICE OF ALL GLADIOLUS: Dozen \$1.50; 25 for \$2.50; 100 for \$10.00**





GIANT FRAGRANT FREESIAS

## California Flowerland IXIAS

Strikingly showy flowers in graceful clusters, on slender wiry stems, like Freesias in habit and culture. Flowers are star or cup-shaped, and make lovely flower arrangements.

Plant them in masses, in well drained soil, in sun or half-shade, about 5 inches apart, and cover one inch.

**AFTERGLOW.** Star-shaped flowers of light carmine, inside apricot-orange.

**BRIDESMAID.** White, cup-shaped flowers with crimson eye.

**ENGLISHTON.** Star-shaped flowers, carmine rose with darker center, outside flushed brown.

**EMPEROR OF CHINA.** Canary yellow, shaded purplish brown at center, cup shaped.

**VULCAN.** Showy star-shaped flowers, crimson red shaded orange, outside, inside is vivid orange red with dark blue eye.

PRICE: Dozen 75c; 100 for \$5.00.

### GREEN IXIA

**I. Viridiflora.** A rare and unusual spring flower of unique color. Clusters of pale green flowers, with black throat, are produced on stems 2 feet tall, and make wonderful flower arrangements. Dozen \$1.75; 100 for \$12.00.

## BABY GLADIOLUS

Attractive for cut flowers and in the garden, with slender stems bearing numerous butterfly-like flowers. Plant 2 inches deep, in sandy loam, in sunny location.

**Blushing Bride.** White, with carmine flake in lower petals. **Peach Blossom.** Soft rose pink. **Spitfire.** Orange scarlet. **California Flowerland Mixture** of all colors.

PRICE: Dozen \$1.25; 100 for \$9.00.

## WATSONIA

Watsonias make decorative clumps in the garden, where their tall, graceful spikes of bloom and gladiolus-like foliage are effective. Plant in a permanent location, and they will bloom each spring in profusion.

**Mrs. Bullard's White.** Early, giant white. **Edward Sturtevant.** Scarlet. **J. J. Dean.** Rich rose. **The Dazzler.** Graceful, arching spikes of scarlet flowers, in winter and early spring.

PRICE: Dozen \$1.50; 100 for \$10.00.

## California Flowerland

# FRAGRANT FREESIAS

Favorites for the garden and for cutting, because of their delicate beauty, lovely fragrance, and ease of culture.

Plant them in the border or in beds, in full sun or partial shade, 5 or 6 inches apart, and cover about 2 inches. Keep soil moist but not too wet.

Our Freesia bulbs are extra large and free-flowering.

**PURITY.** Beautiful large white flowers, delicately fragrant. Earliest to bloom, popular for cutting. Dozen 75c; 100 for \$5.00.

**NEW GIANT FREESIAS.** A magnificent strain, producing huge flowers of great substance, on stiff stems. Pure White, Blue, Pink, Lavender, Bright Red, and Light Yellow. Dozen \$1.00; 100 for \$7.50.

**MAMMOTH GOLDEN FREESIAS.** Largest of all Freesias, with huge sprays of large, deep golden yellow blossoms. Dozen \$1.50; 100 for \$10.00.

**CALIFORNIA FLOWERLAND FREESIA MIXTURE.** All shades, a carefully blended mixture of the new giant varieties. Dozen 90c; 100 for \$6.00.

## CROCUS

Favorites for naturalizing and pot culture, bloom very early in spring; easily grown. Purple, White, Yellow, Striped. Dozen 75c; 100 for \$5.00.

## LEUCOCORYNE

**Ixioides Odorata.** **Glory of the Sun.** Striking star-shaped flowers of sky-blue, of delicious fragrance, are clustered on long stems. Flowers last 2 to 3 weeks when cut. Plant bulbs about 3 inches deep, spaced 4 to 6 inches apart. Dozen \$1.75; 100 for \$12.50.

## SPRING SNOWFLAKES

**Leucojum Vernum.** Slender spikes of small white bells, tipped green, that resemble Lily-of-the-Valley. For low edgings, massing in the border, they make a wonderfully effective permanent planting. Set bulbs 3 to 8 inches apart, 3 inches deep, in ordinary soil. 3 for 35c; Dozen \$1.35; 100 for \$9.00.

## MUSCARI—Grape Hyacinth

Many spikes of violet blue flowers in spring. Lovely for naturalizing and for permanent borders. Dozen 75c; 100 for \$6.00.

## ORNITHOGALUM

**Star of Bethlehem.** **O. Arabicum.** Large clusters of starry, paper-like flowers with jet black centers, charming for cutting. Hardy, free flowering, at Easter time. Extra large bulbs: Dozen \$1.35; 100 for \$8.00.

## SCILLA

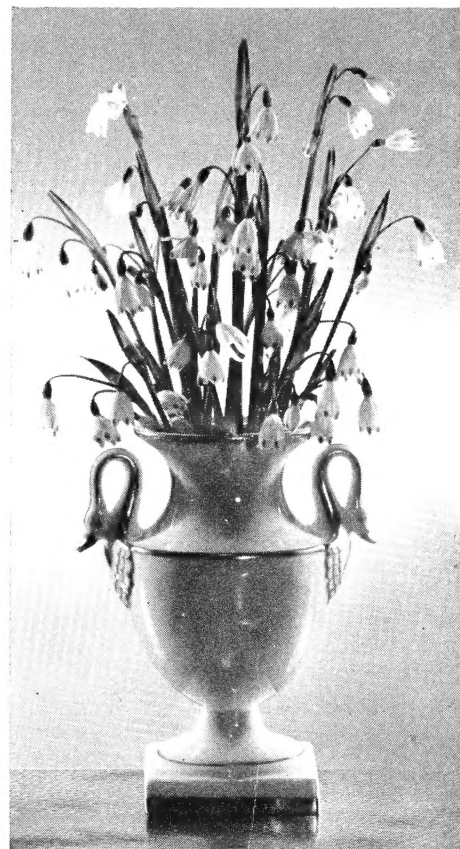
**Wood Hyacinths.** **S. Campanulata.** Small flower spikes of brilliant blue, in early spring. Gay little plants for low borders or rock garden. Dozen \$1.50; 100 for \$10.00.

## SPARAXIS

**California Flowerland Hybrids.** Brilliantly colored flaring, star-shaped flowers on long wiry stems. Mixed colors, including orange, red, yellow, pink and lavender, with contrasting throat. Culture same as Freesias. Dozen 75c; 100 for \$5.00.

## TRITONIA CROCATA

**FLAME FREESIA.** Vivid and showy, similar to Freesias, but with longer stems and a different color range. They bloom over a long season, and are lovely for cutting. Mixed colors only. Dozen 75c; 100 for \$5.00.



SPRING SNOWFLAKES

STAR OF BETHLEHEM



# Paul J. Howard's CHOICE FLOWER SEEDS

## Selected Varieties for Winter and Spring Bloom

All Seeds Sent Prepaid

### PANSY

**PAUL J. HOWARD'S SUPER SWISS GIANTS.** Flowers from this re-selected Roggli strain have been sensational wherever grown. They are of huge size, long stemmed, in a range of rich, brilliant colors not found in any other type. **Mixed Colors only. Packet 50c.**

**NEW BUTTERFLY PANSIES.** Beautifully ruffled large flowers, fragrant, on long stems, in lovely pastel colors, including pink, orchid, cream, gold and orange shades. **Packet 50c.**

### CALENDULA—Pot Marigold

**CHRYSANTHA.** Clear Yellow.  
**LEMON QUEEN.** Light Sulphur Yellow.  
**ORANGE FANTASY.** Crested, Copper Orange.  
**ORANGE KING.** Large Orange Red.  
**RADIO.** Quilled Orange Scarlet.

Packet 25c; 5 pkts. for \$1.00

### STOCKS

Paul J. Howard's Giants of California. Very early, giant Imperial type, 2 to 3 ft. tall, set with immense florets.

<b>Golden Gate.</b> Yellow.	<b>Santa Barbara.</b> Chamais.
<b>Monterey.</b> Pink.	<b>Santa Maria.</b> White.
<b>Mojave.</b> Purple.	<b>Sequoia.</b> Rose Carmine.
<b>Pacific.</b> Blue.	<b>Tahoe.</b> Lavender.
<b>Redwoods.</b> Blood red.	<b>Yosemite.</b> Deep rose.

Mixed Colors.

Packet 25c; 5 pkts. for \$1.00

### DELPHINIUMS—Pacific Giants California Flowerland Strain

Light Blue, Deep Blue, Medium Blue, Lavender Pastels, Violet Shades, Giant White and Mixture of these shades. **Packet 50c.**

### ALYSSUM

**LILAC QUEEN.** Deep lilac. **Packet 25c; 1/4-oz. 75c.**  
**VIOLET QUEEN.** Very dwarf, compact. **Packet 25c; 1/4-oz. 75c.**  
**CARPET OF SNOW.** Dwarf, compact, 3 inches high. **Packet 25c; oz. 85c.**  
**SAXATILE COMPACTUM** (Basket of Gold). Perennial. **Packet 25c.**

### ANAGALLIS (Pimpernel)

Pretty little annuals with 5-petalled flowers, brilliant shades of Blue. Plant in full sun. **Packet 25c.**

### BELLIS (English Daisy)

Giant Double Flowered. Red, Rose, White, or Mixed Colors. **Packet 25c.**

### CANDYTUFT

Low growing Annual, for bedding, edgings and cut flowers.

Crimson, Flesh Pink, Lilac, Rose Cardinal, White, and Mixed Colors. **Packet 25c; 1/2-oz. 50c.**

**GIANT HYACINTH FLOWERED CANDYTUFT.** Plants much branched, with long flowerheads. **Packet 25c; 1/2-oz. 60c.**

### CENTAUREA

**BACHELORS' BUTTON** (C. Cyanus). Blue, Rose, White, and Mixed Colors. **Packet 25c; 1/2-oz. 75c.**

**SWEET SULTAN** (C. Imperialis). Large, fluffy long-stemmed flowers, fragrant. Mixed colors. **Packet 25c.**

### CLARKIA

Dainty double flowers on long, leafy spikes, all shades of pink, rose, carmine, and white, in mixture. **Packet 25c.**

### ANNUAL CHRYSANTHEMUMS

Tricolor Mixed. Known as Painted Daisies, these are favorite winter flowers for the garden and for cutting. **Packet 25c.**

### DIANTHUS—Pinks

Favorites for permanent borders and beds, with flowers of spicy fragrance.

**DIANTHUS WESTWOOD BEAUTY.** All-America Winners, 1945. Large, flat single flowers, nearly 2 inches across, red shades predominating, sometimes edged white. Vigorous upright plants, free flowering; splendid cut flower. **Packet 50c.**

**DIANTHUS PLUMARIUS.** Clove Pinks. Single Mixed or Double Mixed. **Packet 25c.**

**DIANTHUS WINTERI.** Perennial, everblooming, with large single fringed flowers, shades of pink, red, rose and white. **Packet 25c.**

### ANTIRRHINUM (Snapdragon)

(ALL RUST RESISTANT)

**MAXIMUM TYPE—About 3 feet tall.**

**ALASKA.** White.  
**CAMPFIRE.** Scarlet.  
**COPPER QUEEN.**  
**FAIR LADY.** Pearl Pink.  
**FIERY CRIMSON.**  
**INDIAN SUMMER.** Orange Scarlet.  
**LOVELINESS.** Soft Rose.

**SUPER-MAJESTIC TYPE—1½ to 2 feet.**

**AUTUMN GLOW.** Old Rose and Amber.  
**DAINTY.** Soft Pink.  
**ORANGE SHADES.**  
**ROSE SENSATION.**  
**ROYAL CRIMSON.**  
**SILVER LADY.** Two-toned Light Pink.  
**SHASTA.** Pure White.

**ROSALIE.** Massive long spikes of very large flowers, of a uniform shade of lovely rose pink, shaded deeper rose and gold at center. Plants have strong center stems with 10 to 20 lateral spikes.

**DWARF SNAPDRAGON—Magic Carpet.**

A unique Snapdragon of dwarf or creeping growth, only 6 to 8 inches tall, the plants covered with masses of short flower spikes, in shades of soft pink, salmon and rose. Charming for rock gardens and borders.

**PRICE OF ALL SNAPDRAGONS:**

Packet 25c; 5 packets for \$1.00

### NEW GIANT RUFFLED TETRA SNAPDRAGONS

Huge ruffled flowers, 2 inches deep, thickly set on strong tall base-branching stems. Richest, unusual colors and blends. Vigorous, healthy plants, deep green foliage. **Mixed Colors, Packet 25c.**

### GERBERA

**TRANSVAAL DAISY.** Our Flowerland Strain contains the most desirable types and richest colorings in these lovely flowers. Petals are long, narrow and graceful, with small center disc and long, strong stems. This mixture includes all shades of crimson, rose, orange, pastel pinks, cream and yellow. **Packet of 35 seeds, 25c; 100 seeds, 60c.**

### GODETIA

Easily grown annuals, for half-shady locations, with long lasting, azalea-like flowers.

**Dwarf Double, Mixed Colors. Packet 25c.**

**Tall Double, Mixed Colors. Packet 25c.**

### HOLLYHOCKS

Tall, showy biennials, will bloom next spring from seed sown this fall.

**GIANT ENGLISH DOUBLE HOLLYHOCKS.** Maroon, Newport Pink, Rose, Salmon, Scarlet, White, Yellow, and Mixed Colors. **Packet 25c.**

### LARKSPUR

Giant Imperial type, with tall branched plants, the numerous tall spikes thickly set with large double florets. Blue Bell, Blue Spire, Lilac King, Pink King, Rose King, White Spire. **Packet 25c; 5 packets for \$1.00.**

### LINARIA

**MAROCCANA.** Pretty annuals, with slender spikes of small dainty flowers resembling miniature Snapdragons. Shades of carmine, pink, mauve, blue, yellow. **Packet 25c; 1/2 oz. 70c; oz. \$1.25.**

**FAIRY BOUQUET.** Compact plants, 8 to 10 inches high, in many distinct colors. **Packet 25c; 1/4-oz. 75c.**

### LUPINUS

**HARTWEGI.** Attractive native flower, showy spikes of blue pea-shaped blooms in spring. Dwarf Mixed. **Packet 25c; oz. 60c; lb. \$6.00.**

### MYOSOTIS

**FORGET-ME-NOT.** Blue Bird. Rich deep blue, free flowering, vigorous. **Packet 25c.**

### NEMOPHILA

**BABY BLUE EYES.** Low growing California annual, for naturalizing and for ground covers, among bulbs. Sky-blue cup-shaped flowers. Sow from October to March. **Packet 25c; 1/2-oz. 60c; oz. \$1.00.**

### NIEREMBERGIA Cup Flower

**COERULEA.** Very dwarf, compact plants, grey-green foliage, covered with masses of cup-shaped flowers of lavender blue. Blooms continuously. **Packet 25c.**  
**PURPLE ROBE.** Deep violet blue. **Packet 25c.**

### Early Flowering

### SPENCER SWEET PEAS

One packet of seed will plant 5 feet of row; one ounce 35 feet of row. This strain of seed may be sown for both winter and summer bloom.

**AMETHYST.** Royal purple.  
**AVIATOR.** Scarlet.  
**BACCHUS.** Maroon.  
**BALL'S ORANGE.**  
**BLUE BONNET.** Clear blue.  
**BRIDESMAID.** Light pink.  
**CHIME.** Light salmon pink.  
**FRAGRANCE.** Soft lavender.  
**GRENADIER.** Dazzling scarlet.  
**IMPROVED HOPE.** Pure white.  
**JOSIE.** Giant rose pink.  
**ORIENTAL.** Cream.  
**ROSE PICOTEE.** White, rose edge.  
**SEQUOIA.** Golden salmon.  
**SHIRLEY TEMPLE.** Soft rose pink.

**CALIFORNIA FLOWERLAND EARLY SPENCER SWEET PEAS, Mixed Colors.** Our own blend of the above Sweet Peas, for a well balanced mixture of colors.

Packet 25c; 1/2-ounce 40c; ounce 70c; 1/4-lb. \$2.25.

Collection 5 packets \$1.00.

### NEW CUTHBERTSON SWEET PEAS

By far the finest Sweet Peas developed, this new strain is more vigorous, heat resistant, with larger ruffled blooms and longer stems, beautiful colors. Somewhat slower to bloom, but especially fine in warm sections where ordinary strains cannot be grown. Plant August-Sept. for early spring bloom; Nov. to Jan. for summer bloom.

<b>Coline.</b> Scarlet.	<b>Helen.</b> Blush Pink.
<b>Connie.</b> Chamais Yellow.	<b>Jennie.</b> White, white seed.
<b>Dannie.</b> Dark Blue.	<b>Kenneth.</b> Crimson.
<b>David.</b> Bright Rose Crimson.	<b>Liza.</b> Maroon.
<b>Hazel.</b> Light Blue.	<b>Tommy.</b> Medium Blue.

Mixed Colors

Price: Packet 25c; 5 Packets for \$1.00

### ANNUAL PHLOX

**GIGANTEA STRAIN.** Huge flowers with white eye, in showy flower heads; early, free flowering. **Red Glory, Rosy Morn, Salmon Glory, and Mixed Colors. Packet 25c.**

**DWARF ANNUAL PHLOX.** Grows 4 to 6 inches high, splendid for low edgings. **Fireball, Snowball, and Mixed Colors. Packet 25c.**

### CALIFORNIA POPPY

**ESCHSCHOLTZIA AURANTIACA.** True California Poppy. **Packet 25c; oz. 45c; lb. \$4.50.**

**NEW HYBRIDS.** Mixed Colors. Orange, Salmon, Scarlet, Cream, and Yellow; many frilled flowers. **Packet 25c; 1/4-oz. 50c; oz. \$1.50.**

### ISLAND POPPY

**PAPAVER NUDICAULE**

**EMPEROR,** Orange; **EMPRESS,** Salmon rose and pink shades; **California Flowerland Hybrids,** Mixed Colors. **Packet 25c.**

### ANNUAL SCABIOSA

**PINCUSHION FLOWER.** Showy, long stemmed flowers, for massing and cutting. **Ageratum Blue, Azure Fairy, Black-Maroon, Peach Blossom Pink, Rose, Salmon, White, and Mixed Colors. Packet 25c.**

**BLUE MOON.** Dark Lavender Blue. **Packet 25c.**

**ROSETTE.** Deep salmon rose. **Packet 25c.**

### VERBENA

**GIGANTEA HYBRIDS.** Immense flower heads of very large florets, with white eye. Strong, compact, ever-blooming. **Beauty of Oxford, rose pink; Lavender Glory, Royal Blue, Salmon Glory, White. Packet 25c; 5 packets for \$1.00.**

### VIOLA

**VIOLA CORNUTA.** Tufted Pansies. Charming little Violas for massing and borders, furnishing bright displays of color from late fall to midsummer.

**ARKWRIGHT RUBY.** Ruby crimson.

**BLACK IMP.** Very deep purple, lighter shading.

**BLUE PERFECTION.** Porcelain blue.

**WHITE PERFECTION.** Pure white.

**CHANTREYLAND.** Apricot orange.

**LUTEA SPLENDENS.** Golden yellow.

**PAPILIO.** Deep violet.

**MIXED VIOLAS.**

Price of all Violas: Packet 25c

### VIRGINIA STOCK

**MALCOLMIA MARITIMA.** Low growing annual, 8 inches tall, for borders or covering bulb beds. Small bright flowers. **Mixed Colors. Packet 25c; oz. 90c.**

# Paul J. Howard's BEDDING PLANTS in Plant Band Pots



## ANTIRRHINUM—Snapdragon

MAJESTIC (1½-2 ft. tall)

Autumn Glow—Old Rose and Amber; Buttercup—Yellow; Brilliant Rose—Rose Pink; Dainty—Light Pink; Harmony—Terra Cotta; Orange Shades; Padre—Crimson; Pinkie—Pink; Rosalie—Salmon Rose; Shasta—White; Mixed Colors.

SILVER LADY. New. Silvery Pink. 25 for \$1.25; 100 for \$5.00.

DWARF MAGIC CARPET. Pink Shades. Of creeping habit, only 6 to 8 inches tall.

MAXIMUM TYPE. About 3 feet tall. Mixed Colors Only.

BELLIS PERENNIS. Perennial English Daisy. Rose, White. 25 for \$1.25; 100 for \$5.00

CALENDULA—Yellow and Orange

CENTAUREA CYANUS. Bachelors' Button. Blue, Mixed Colors.

CHRYSANTHEMUM. Annual. Painted Daisy. Tricolor, Mixed Colors.

## Plants in Plant Band Pots Are Stronger

Each has its own root system, not tangled up with others as are flat grown plants.

Plant band pots hold more soil than 2¼ inch pots; each plant has an equal amount of soil and fertilizer, giving each one an equal start.

**Plants in Plant Band Pots Save you Money,** because no roots are damaged in transplanting, therefore losses are out.

### Easy to Plant

Plant Band Pots save you time and effort. You don't have to plant them all at once, either. Plant Band Pots protect the roots from drying or injury. Space them in the beds and plant as desired.

Simply slit up one corner of the band with a knife; see how readily it slips off.

Notice the active root system, ready to reach out into your prepared soil.

Best of all, after planting, notice their quicker response, stronger growth, and superior blooming qualities.

See descriptions under Flower Seeds on Page 6.

PRICE OF ALL BEDDING PLANTS, unless otherwise quoted: 25 for 95c; 100 for \$3.50; not prepaid.

All Bedding Plants are sent by express, collect, at customer's expense.

NO C.O.D. ORDERS WILL BE SHIPPED

## CINERARIA

PAUL J. HOWARD'S PRIZE STRAIN

Giant Flowered. Blue Shades, Crimson, Salmon Shades.

ZONAL. Mixed Colors. Contrasting zone around center of flowers.

STELLATA. Mixed Colors. Tall, bushy, masses of small flowers; most free flowering of all.

CREMER'S MIXED. Dwarf, bushy, covered with small blooms.

Price: In Plant Bands: 25 for \$1.25; 100 for \$5.00

3-inch pots, Dozen \$2.50; 100 for \$18.00

4-inch pots, Dozen \$5.00; Each 50c

## DELPHINIUM

PACIFIC GIANT HYBRIDS

Light Blue, Medium Blue, Dark Blue, Lavender, and White, also Mixed Colors. Dozen \$1.00; 100 for \$8.00.

DELPHINIUM CINEREUM. Brilliant blue, spurless flowers; low growing, fine foliage. Dozen \$1.00; 100 for \$8.00.

CLARKIA. Mixed Colors.

DIANTHUS. Pinks. Dozen 75c; 100 for \$5.00.

Westwood Beauty. New. Carmine and Crimson Shades. Sweet Wivelsfield. Large Flowered, like Annual Sweet William.

GOETIA. Tall, Double Mixed

MIGNONETTE Goliath Red.

MYOSOTIS. Blue Bird. (Forget-Me-Not)

## LARKSPUR—Giant Imperial

Blue Bell, Blue Spire, Pink King, Rose King, White Spire, Mixed Colors.

## PANSY

PAUL J. HOWARD'S SUPER SWISS GIANTS. Mixed Colors.

NEW BUTTERFLY PANSIES. Ruffled pastel shades. 25 for \$1.25; 100 for \$5.00

PHLOX DRUMMOND, Mixed Colors. Very Dwarf Mixed.

POPPY. Iceland. 25 for \$1.25; 100 for \$5.00.

Emperor. Orange.

Yellow Wonder.

California Flowerland, Mixed Colors.

PRIMULA MALACOIDES.

Rose Red, White, Blue Shades.

PRICE: In Plant Bands:

25 for \$1.25; 100 for \$5.00.

3-inch pots, Dozen \$2.50; 100 for \$18.00.

In 4-inch pots only, Each 50c.

SCABIOSA—Annual.

## STOCKS

PAUL J. HOWARD'S HI-DOUBLE WILT RESISTANT

Plants of this new strain have such marked resistance to fungus attack that they produce masses of beautiful bloom even in long wet winter seasons when ordinary Stocks fail to grow. Flowers are of richest colors, coppery rose, plum, royal purple, ruby red, in a carefully balanced mixture. 25 for \$1.25; 100 for \$5.00.

We can supply California Giant Stocks in separate colors (see Seed List), at 25 for 95c; 100 for \$3.50.

## VIOLA

Apricot, Ruby, White, Yellow, Light Blue, Deep Blue, Violet 25 for \$1.25; 100 for \$5.00

# Paul J. Howard's VEGETABLE SEEDS for Fall and Winter

## BEANS

Canadian Wonder (Bush). Plant in fall. Quality late snap beans; flat, light green pods, not stringless but tender. Pkt. 10c; ½ lb. 30c; lb. 50c.

## BEETS

Improved Early Blood Turnip. Medium early.

Pkt. 10c; oz. 25c

Detroit Dark Red. Earliest, sweet and tender.

Pkt. 10c; oz. 25c

BROCCOLI. Green Sprouting. Pkt. 10c; oz. 40c

BRUSSELS SPROUTS. Medium Dwarf. Plants thickly set with small compact heads. Pkt. 10c; oz. 85c

## CABBAGE

Cannonball. Late, large globe-shaped heads.

Pkt. 10c; oz. 50c

Early Jersey Wakefield. Small solid pointed heads.

Pkt. 10c; oz. 50c

Early Red Rock. Darkest red cabbage, solid, crisp.

Pkt. 10c; oz. 60c

Chinese Wong Bok. Tall, solid, crisp. Pkt. 10c; oz. 30c

Chinese Chihili. Early, tall heads, 18 to 20 inches high; firm, tender crisp leaves. Pkt. 10c

## CARROT

Chantenay. Pkt. 10c; oz. 30c

Danvers Half Long. Pkt. 10c; oz. 30c

Early Forcing. Tender, delicious little carrots, 60 days from time of sowing. Small, almost round, 2 inches long, orange red. Pkt. 15c; oz. 30c

Oxheart. Best for heavy soil, early, good quality. Pkt. 10c; oz. 30c

CAULIFLOWER, Snowball. Compact, medium size, finest quality. Pkt. 10c

## CELERY

Utah Golden Stringless. Pkt. 10c

Celeriac or Turnip Rooted Celery. Used as vegetable, salad or in soups. Grow in rich, moist, well-drained soil. Pkt. 10c

## All Seeds Sent Prepaid

## CHARD

Crimson Rhubarb. Fleishy crimson leaf stalks, deep green crumpled leaves, fine flavor.

Packet of 50 seeds, 15c; 100 seeds, 25c

Lucullus. Light green, crisp tender stalks.

Pkt. 10c; oz. 20c

CHIVES. For flavoring and garnish. Seed starts slowly.

Pkt. 10c

ENDIVE. Green Curled. For salads. Pkt. 10c; oz. 20c

KOHLRABI. Early White Vienna. Tender, fine grained white flesh. Pkt. 10c; oz. 60c

LEEK. American Flag. For salads, soups, or as a vegetable. Pkt. 10c; oz. 65c

## LETTUCE

BIBB BUTTERBALL. Forms small rosette-like heads, with smooth dark green leaves blanching to rich yellow inside, buttery and delicious. Best of all for winter.

Pkt. 15c; oz. 75c

Early Curled Leaf Lettuce. Frilled light green leaves, tender.

Pkt. 10c; oz. 20c

Los Angeles Market. Best head lettuce, dark green, crisp.

Pkt. 10c; oz. 30c

OAK LEAF LETTUCE. New, fine quality, forming small rosettes of deep green, tender leaves, deeply cut.

Pkt. 15c; oz. 50c

ROMAINE (Cos Lettuce). Pkt. 10c; oz. 20c

PARSLEY. Double Moss Curled. Pkt. 10c; oz. 20c

TURNIP ROOTED PARSLEY. Pkt. 10c; oz. 20c

PARSNIP. French Half Long. Pure white, fine quality. Pkt. 10c; oz. 20c

## TURNIP

Purple Top White Globe.

Pkt. 10c; oz. 20c

Early White Snowball.

Pkt. 10c; oz. 20c

## ONION

BUNCH ONION. Tender white, for "green onions."

Pkt. 10c; oz. 75c

SWEET SPANISH YELLOW. Mild white flesh, good keeper.

Pkt. 10c; oz. 80c

ITALIAN RED. Long, slender onions of mild flavor.

Pkt. 10c; oz. 75c

SOUTHPORT RED GLOBE. Wonderful keeper, heavy yielder.

Pkt. 10c; oz. 75c

WHITE PORTUGAL (Silverskin). Pure white, flat, hard, mild flavor. Also good green bunching onion.

Pkt. 10c; oz. 75c

WHITE GLOBE. Pure white, finest quality, early.

Pkt. 10c; oz. 80c

## PEAS

Special Dwarf Telephone. Long, deep green pods, contain 8 to 10 peas, finest quality, sweet. Vines grow 20 inches tall.

Pkt. 10c; ½ lb. 25c; lb. 45c

Alderman (Improved Tall Telephone). Very large pods, large, tender sweet peas. Grow 5 to 6 ft. tall; resistant to fusarium wilt.

Pkt. 10c; ½ lb. 25c; lb. 45c

Dwarf Edible Pod Sugar Pea (Chinese Peas). Small, tender, sweet; cook without shelling, 5 minutes.

Pkt. 10c; ½ lb. 25c; lb. 45c

## RADISH

Crimson Giant. Round, crisp.

Pkt. 10c; oz. 20c

French Breakfast. Early, deep red, white tip.

Pkt. 10c; oz. 20c

Sparkler.

Pkt. 10c; oz. 20c

White Icicle.

Pkt. 10c; oz. 20c

Chinese Rose Winter Radish.

Pkt. 10c; oz. 20c

RUTABAGA. Yellow Sweet. Large purple top, yellow roots, sweet flesh.

Pkt. 10c; oz. 20c

SALSIFY. Vegetable Oyster.

Pkt. 10c; oz. 20c

## SPINACH

Winter Broadleaf.

Pkt. 10c; oz. 25c

New Zealand. Thick, fleshy deep green leaves. May be picked continuously.

Pkt. 10c; oz. 35c

MUSTARD SPINACH. Tendergreen.

Pkt. 10c; oz. 20c





New Ruffled White Iris  
**SNOW FLURRY**

A ruffled white Iris of outstanding beauty. Both standards and falls are deeply frilled and fluted, of pure ice white, very faintly flushed with palest blue. Plants are exceptionally vigorous and tall, with heavy luxuriant foliage. Each \$3.00; 3 for \$7.50.

**ALICE HARDING.** An Iris that should be in all gardens. For its freedom of bloom and pleasing soft yellow color, you will find it a perfect subject for beds and solid borders. It is a color that blends well, and sets off other colors, so it should be included in every collection. Each 35c; 3 for 90c; 10 for \$2.75.

**ALWAYS.** The huge white flowers seem carved from old ivory, so thick and firm is their substance, with delicate veins and fine spatterings of bronze red-purple. Tall, strong, widely branched, 3½ feet tall. Each 75c; 3 for \$2.00.

**ANNE MARIE CAYEUX.** Beautifully blended tones of soft rosy heliotrope, greyish amber and orange, with rich iridescent cast. Each 35c; 3 for 90c; 10 for \$2.75.

**BENJAMINE.** This is one of the unique French Iris in our fields, with odd coloring difficult to describe. Standards are soft slate grey, falls reddish purple marked with gold, giving the effect of fashionable beige grey and orchids. Each 50c; 3 for \$1.25.

**BLUE TRIUMPH.** Large flaring flowers of heavy substance, clear light blue; tall, does well everywhere. Each 35c; 3 for \$1.00; 10 for \$2.75.

**CARAVELLE.** Standards rosy white, falls lilac; a charming new tint in Iris. Each \$1.00; 3 for \$2.00.

**CARVED IVORY.** A very fine Iris of deep cream color, beautiful form and good size; well branched stems. Blooms midseason. Each 50c; 3 for \$1.25.

**CHARMEUR.** Delicate orchid pink, a delightful new fresh color; flowers beautifully formed, effective for cutting and in the garden. Exceptionally free flowering. Each 35c; 3 for 90c; 10 for \$2.75.

**CHINA MAID.** A lovely blend of pink, golden bronze and soft lilac; large, beautifully formed blooms on tall stems, over a long season. Each \$1.00; 3 for \$2.50.

**CLARA NOYES.** An unusual blend of color in Iris, like that of the Talisman rose. Standards buff yellow, falls reddish bronze; low growing, free flowering, a fine border Iris. Each 35c; 3 for \$1.00; 10 for \$2.75.

**EASTER MORN.** Glistening pure white, lovely, tall branching stems 3½ feet. Each 35c; 3 for 90c; 10 for \$2.75.

# California Flowerland HARDY IRIS

Hardy Iris are most effective in perennial borders and among shrubbery, and one of the easiest plants to grow. Choose a sunny, well-drained location, with good garden soil. If soil is poor, fertilize with good commercial fertilizer or bone meal, in fall and once or twice in spring. Set plants 12 to 18 inches apart, and just cover the rhizomes. Water thoroughly after planting, and keep moderately moist after that. Iris may be planted any time from June to winter.

The Iris offered below are outstanding in beauty and coloring, selected from the finest of American and French Iris gardens.

Prices include postage through the fourth zone (within 600 miles of Los Angeles).

Please add sales tax to all California orders.

## Paul J. Howard's Collection of HARDY IRIS

The Iris selected for this collection are exceptionally thrifty, free flowering, in a wide range of richest colorings. Buy several collections for your own garden, and save money, or send them to gardening friends as gifts.

ALICE HARDING. Free blooming Yellow.....	.35
BENJAMINE. Mauve.....	.50
BLUE TRIUMPH. Light Blue.....	.35
CARVED IVORY. Creamy White.....	.50
CHARMEUR. Orchid Pink.....	.35
HAPPY DAYS. Tall Yellow.....	.35
LOS ANGELES. White, edged Blue.....	.35
MINISTRE FERNAND DAVID. Red-Purple.....	.50
NEMO. Huge Violet-Blue.....	.50
PRESIDENT PILKINGTON. Lavender, Buff & Brown	.35
Catalog Price .....	\$4.25

### COLLECTION PRICE

One each of the above 10 Iris for.....	\$3.00
30 Plants, 3 Collections, for.....	\$8.25
60 Plants, 6 Collections, for.....	\$15.00

(Postpaid through Zone 4)

**ECLADOR.** A sensational rich deep golden yellow, from France. Flowers of great size and substance with velvety sheen. Vigorous, with heavy branched stems. Each 50c; 3 for \$1.25.

**EL CAPITAN.** Very fine, tall, clear light violet. Each 35c; 3 for 90c; 10 for \$2.75.

**EPI D'OR.** A charming dwarf Iris for edgings. Blooms are richest yellow, self color, very freely produced. Most effective with other gold, or bronze toned varieties. Each 50c; 3 for \$1.25; 10 for \$4.00.

**GENEVIEVE SEROUGE.** Pastel tawny yellow, flushed pale blue; falls lilac and pale flax blue, edged soft yellow. Large, massive flowers on tall, branched stems. Each 50c; 3 for \$1.25.

**GOLDEN MAJESTY.** Deep golden, nearly orange-yellow; large, beautiful flowers of soft gold; does not fade. Each \$1.50; 3 for \$4.00.

**HAPPY DAYS.** Startlingly beautiful immense clear yellow. Tall branching stems, each producing seven or eight massive blooms; very showy. Each 35c; 3 for 90c; 10 for \$2.75.

**HERMIONE.** Large flowered French variety with bronze tinted heliotrope standards, and spreading falls of maroon, tinted yellow; throat yellow and brown. Each 50c; 3 for \$1.25.

**INDIAN CHIEF.** Strikingly showy, the falls deep velvety red, standards rosy red, of heavy substance, on well branched stems; vigorous, free flowering. Each 35c; 3 for \$1.00; 12 for \$2.50.

**LOS ANGELES.** Large white flowers faintly edged blue. Each 35c; 3 for 90c; 10 for \$2.75.

**MANDARIN.** Handsome showy flowers of glowing orange yellow. Each 75c; 3 for \$1.75.

**MINISTRE FERNAND DAVID.** Richly colored French variety, with standards of silky reddish purple and falls a deeper, glowing red-purple. Each 50c; 3 for \$1.25.

**MME. LOUIS AUREAU.** One of the finest, distinct and different. Standards creamy white, stippled rosy mauve, darker at edges, and veined brown at base. Falls of same beautiful blend of color. Each 50c; 3 for \$1.25.

**NEMO.** Magnificent bright violet-blue self color; fragrant and effective; huge flowers on branched 4-ft. stems. Each 50c; 3 for \$1.25.

**PALADIN.** Very large, broad lavender falls, bordered and flushed green gold, standards pale gold. Each \$1.00; 3 for \$2.50; 10 for \$8.00.

**PALE MOONLIGHT.** Uniform pale blue, on tall strong stems; lovely against a setting of deep green shrubbery. Each 35c; 3 for \$1.00; 10 for \$2.75.

**PRESIDENT PILKINGTON.** A magnificent Iris of unusual coloring; standards pale buff with blue suffusion; falls wide and flaring, soft lavender edged silvery brown. Each 35c; 3 for 90c; 10 for \$2.75.

**PURISSIMA.** Lovely pure white, of giant size and perfect form. Each 35c; 3 for 90c; 10 for \$2.75.

**SAN GABRIEL.** One of the finest in cultivation. Large flowers of lustrous lavender, flushed with rosy mauve, delicately fragrant. Very vigorous and tall, some stalks attaining a height of 6 ft. Each 35c; 3 for 90c; 10 for \$2.75.

**SANTA BARBARA.** Lovely large lavender blue, self color. Each 35c; 3 for 90c; 10 for \$2.75.

**TOMBOUCTOU.** Pure deep mauve, one of the most artistic French Iris. Each 50c; 3 for \$1.25.

**WILLIAM A. SETCHEL.** One of the largest and richest colored Iris grown; standards steel blue, falls deep violet blue, on tall, well branched stems. Free flowering, vigorous, 4 feet tall. Blooms midseason. Each \$1.25; 3 for \$3.00.

**ZAMPA.** Striking self color of great beauty and freedom of bloom; standards and falls rich metallic and purple blue. 3 feet. Each 50c; 3 for \$1.25.

## IRIS ORCHROLEUCA

Tall stately plants, often five feet high, forming handsome clumps that bloom over a long period. Flowers are most artistic, with about the same form and substance as Dutch Iris, lasting a long time when cut. They thrive best in rich moist soil, and are splendid for background planting, and near pools. We have both Creamy White and Golden Yellow. 3 for \$1.45; Dozen \$4.80.

**PAUL J. HOWARD'S CALIFORNIA FLOWERLAND**  
11700 NATIONAL BLVD., LOS ANGELES 34, CALIF.

Amount Enclosed

Date \_\_\_\_\_, 194\_\_\_\_\_

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Please Fill in if Shipping Address is Different from Mail Address

**If Variety Ordered is Out of Stock, may we Substitute Similar Type and Color of equal value?**

Customers not having established charge account should send remittance with order. We do not ship plants C.O.D. All goods travel at purchaser's risk and at purchaser's expense, unless otherwise listed. Bulbs prepaid through 4th Postal Zone. All Packet Seeds sent postpaid.

### Check Addition Carefully

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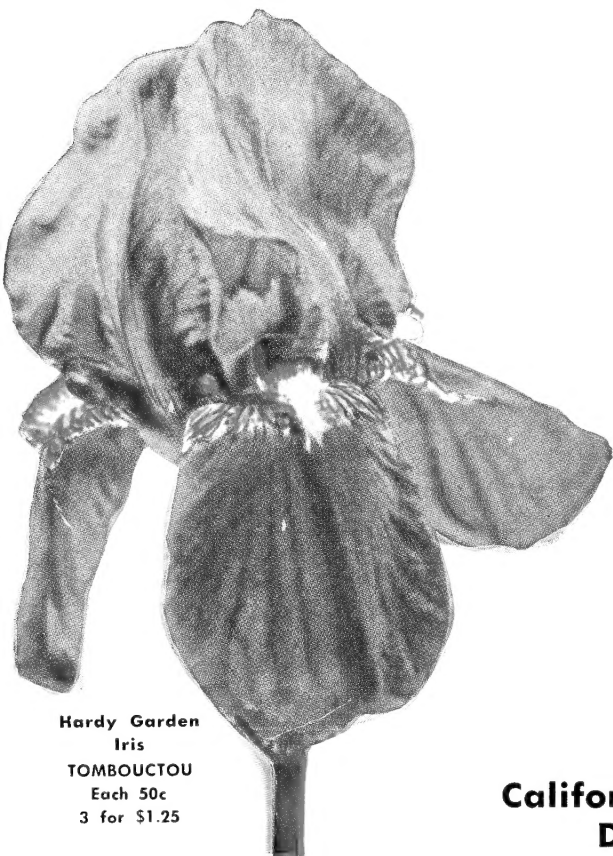
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# Paul J. Howard's IRIS KAEMPFERI

Among the most gorgeous of all garden flowers, with richest colorings, silky petals and lovely form, Iris Kaempferi have a long blooming season, from May to July. They are of easiest culture and should be planted in masses, along borders or around pools.

Iris Kaempferi will grow in full sun or partial shade, in good garden soil mixed with peat moss or leaf mold. Give them plenty of water during their growing season, which is from early spring until fall. They may be planted from November until late spring.



Hardy Garden  
Iris  
TOMBOUCTOU  
Each 50c  
3 for \$1.25

## California Flowerland DUTCH IRIS

Plant Dutch Iris bulbs in sun or partial shade, in separate beds or among other flowers, and in front of shrubbery. Set bulbs about 3 inches deep, and keep well watered after foliage appears. Plant as early as possible in fall.

**Blue Horizon.** Large, beautiful flower, broad light violet standards, falls sky blue with orange stripe.

**D. Haring.** Huge white flowers. Tall, midseason.

**Gerrit Van Hees.** Broad, short purplish blue standards; falls large royal blue with yellow stripe.

**Imperator.** Rich deep blue; late.

**Wedgewood.** Largest and earliest; clear blue, fine cutflower.

**White Excelsior.** Pure white, of heavy texture; broad falls.

**Yellow Queen.** Golden yellow; wiry stems. Midseason.

## California Flowerland MIXTURE IRIS KAEMPFERI

Grown in our fields, this mixture consists of only selected named varieties, single and double, in all shades of lilac, lavender, to rich deep purple; also white ones, beautifully marked and shaded.

Plants ready in November.

3 for \$1.00; Dozen \$3.00;  
100 for \$20.00

(Prepaid through 4th Postal Zone)



## DUTCH IRIS in MIXTURE

Our own mixture of Dutch Iris, of all shades, early to late flowering, for a grand display in your garden and masses of lovely spring blooms for cutting.

Price of all Dutch Iris Bulbs:

Extra Large, Dozen \$1.25;  
100 for \$8.50.

## MAIL ORDERS

All bulbs are sent prepaid to any address up to and including the 4th postal zone. (This includes all of California, Arizona, Nevada, Western New Mexico, Southern Oregon, and Southwestern Utah.)

Less than six bulbs of any variety or color take the each or three rate. 50 bulbs but not less than 25 of a variety or color may be ordered at hundred rate.

Please add 2½% sales tax to all orders to be sent anywhere in California. 3% for Los Angeles.

No C.O.D. orders will be shipped.

FALL 1947

# Paul J. Howard's California Flowerland

11700 National Boulevard, LOS ANGELES 34, California

TELEPHONES: Los Angeles: TE 5-9251 • West L.A.: AR 3-1171 • Santa Monica: 4-2755



There are hundreds of good reasons for shopping at Paul J. Howard's  
California Flowerland

✓ **CAMELLIAS**

✓ trellises

✓ vegetable seeds

✓ **GIFTWARE**

✓ garden sandals

✓ step ladders

✓ fertilizers

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✓ garden hats

✓ **FUCHSIAS**

✓ old fruit prints

✓ shade trees

✓ barbecue togs

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